

WWAD™

WALK WITH A DIFFERENCE

WWAD : FASHION WITH DISABILITY

INDIA'S FIRST OF ITS KIND AND BIGGEST FASHION PAGEANT FOR DIFFERENTLY-ABLED

Organized by:



A Comprehensive Helpful Handbook for Understanding

SEASON-3, 2022 KOLKATA

12th -19th November 2022



Walk With A Difference (WWAD) - is a social initiative of AIMS Media to discover the hidden talents of persons with disabilities in the fields of Clothing, Fashion, Art, Music, Dance and Sports through social events and exhibitions. WWAD aspires to become the medium through which the disabled get to showcase their abilities and experience the happiness of being looked for what they possess instead of their weakness/disability.



www.aims.media/WWAD

WWAD : BACKGROUND

WWAD was organized in Delhi and Bangalore in 2015 and 2016 at Siri Fort Auditorium Delhi and Christ University Bangalore respectively and through a multidisciplinary approach helped thousands of persons with special needs to meet the challenges. In the past, WWAD witnessed by various policy makers, bureaucrats, corporates, institutions and individuals sensitized millions of people across the country towards people with special needs and also launched Disabled Mannequins. Our vision is to create a society which is empathetic towards the PwDs, supports Equality and Inclusion and does not shrink from giving them an opportunity to create a niche for themselves and walk with their heads held high. Also help in exploring new arenas for employment for the disabled and lay some emphasis on their needs and requirements.



SEASON 1- WWAD 2015 : DELHI

WWAD had its first flagship event in 2015 in Delhi at Sri Fort Auditorium with over 600 participants appearing for the audition that was held at Bosco Public School. The finale took place with 30 selected participants in the presence of distinguished policy makers, bureaucrats, institutions, fashion model, designers and corporates. Smt. Meenakshi Lekhi (Minister of State for External Affairs and Culture of India) and Sh. Lov Verma (Retd. Union Secretary for The Empowerment of People with Disabilities) delivered the keynote address and inspired all the participants and organisers. A world-renowned performance by Ability Unlimited was scheduled as a filler activity that added wings to the event. One of the finalists of WWAD 2015 Mr. Gulfam Ahmed is a great inspiration and successful role model today.



SEASON 2- WWAD 2016 : BENGALURU

The very next year 2016, the second edition of WWAD took place in Bangalore at Christ University with over 800 persons with diverse needs appearing for the auditions. Throughout the years, WWAD has made social impacts for propelling progressive change, right from launching disabled mannequins to making the world of fashion, at large, more inclusive towards people with disabilities. Late Sh. Ananth Kr (Minister of Chemicals and Fertilizers, Parliamentary Affairs of India - of that time) and Sh. Harsh Vardhan (Chairman of the WHO Executive Board) extended his joy and wishes for this historic initiative and the participants. Articulate Ability showcased world class performance which helped to see abilities beyond disabilities through a powerful cultural act. Mr. Pranav Bakshi and Mr. Siddhartha Shakya are the two big role models and success stories of WWAD 2016.

**LET'S WALK WITH A DIFFERENCE
AND MAKE A DIFFERENCE IN FASHION
BY DIFFERENTLY-ABLED**



SEASON 3- WWAD 2022 : KOLKATA

We wish to bring different seasons of WWAD every year to different cities of the country and this year in 2022 we are bringing the third season of WWAD in Kolkata, India; where people with disabilities from all over the country have been invited to participate in the audition at The Heritage School and whereas thirty finalists after a meticulous training by the professional will perform / showcase their hidden talent in one of the prestigious and premier auditorium in Kolkata - principally in Science City.



AGE CRITERIA

10 to 45 years
(as on 1st November 2022 -
either 10th year beginning
or completing 45 years).



DISABILITY CATEGORY

- * Autism Spectrum Disorder
- * Down Syndrome
- * Cerebral Palsy
- * Locomotor Disability
- * Dwarfism
- * Visually Impaired/Blindness
- * Acid Victims
- * Intellectual Disability
- * Multiple Disability including Deaf Blind

KEY HIGHLIGHTS

- * Registration and participation is free for all who fall under the category of participants.
- * Each participant participating in the audition will receive a Souvenir, Participation Certificate, Refreshment Box, T-Shirt and a Goody Bag.
- * Expert and strategic advice from WWAD's Honorary Advisory Board will help make WWAD a barrier-free, fair, inclusive and accessible fashion pageant for everyone, everywhere.
- * The esteemed jury will be from the fields of Creative Arts, Mental Health and Film/Fashion/Television.
- * Top 30 will be selected by the Honorable Jury for the Grand Finale.
- * The selected finalists will undergo careful training by professional choreographers, fashion designers, stylists, image consultants and makeup artists.
- * Provision of basic health care facilities will be available during the event.
- * Each finalist will receive special prizes, cash prizes and opportunities to work with fashion professionals and corporates during the Grand Finale.

HONORARY ADVISORY BOARD





KOLKATA

The City of Joy

Kolkata, the City of Joy, is a fashion paradise. With its indigenous tant or hand loom and unique fabrics like Baluchari silk and Garad silk, fashion in Kolkata is classic and timeless, with a quaint old-world charm about it. From the quirky khesh accessories and sling bags, ubiquitous to Bengal college campuses, to the bold red bindi flaunted by Bengali women, Kolkata's love affair with style and aesthetics has been as sweet as the city itself. The best part about fashion in Kolkata is that it evolves, yet retains that quintessential Bangaliyana. Here, in Bengal, traditional fabrics are used to make contemporary outfits which follow trends but never go out of style. And, just as a Bengali meal is incomplete without mishti, a Bengali look needs a subtle bindi or tip to complete it! Bengal is known for its rich culture and heritage. Apart from its glorious history of fashion, Bengal is also famous for delicious food (ilish maach, daab chingri, luchi...the list goes on). With its traditional music, right from folk songs to Rabindrasangeet, Bengal also boasts of an eclectic group of literary and cultural stalwarts like Bankimchandra, Sharatchandra and Tagore, to name a few.

When in Bengal, one might spend a lazy afternoon in the Victoria Greens, or take a stroll down history at the Indian Museum. While the tiny alleyways and old-style mansions of North Kolkata take you back in time, the hip, new cafes and shopping malls in South Kolkata show you the fun and energetic side of the city. Wherever you go in Kolkata, the city embraces you with open arms, no matter who you are or where you come from. It is because of these reasons, the third edition of WWAD will be held here, in the heart of the city of joy. Kolkata is a city with a story to tell. What better place to tell your story, than this city, itself?

WWAD : The Three Phases

WWAD : WALK WITH A DIFFERENCE

The entire program consists of three phases, from screening of candidates to capacity building, and organizing a platform to showcase talent-

1

AUDITION

Screening
Identification
Selection

2

CAPACITY BUILDING / TRAINING

Grooming
Skilling
Costumes Trial

3

THE GRAND FINALE

Talent/ Skill Showcasing
Light, Camera, Music, Makeup, Performance etc.
Gifts, Awards and Opportunities



AUDITION @ THE HERITAGE SCHOOL



This year the audition for WWAD 2022 will be held on Saturday, November 12th from 8:30 AM onwards at The Heritage School, Kolkata. WWAD values and puts inclusivity above all. We believe that all places should be accessible and disability friendly so that no one is left out. The Heritage School was established in 2001 with a strong focus on building the academic strength of people with disabilities. The Heritage School is a huge campus with lots of infrastructure facilities, it has also organized many national/international level activities/events, film promotions and competitions in the past. From ramps and lifts to make the school premises disability friendly, to trained and sensitized staff members including sixteen special needs educators, The Heritage School is located in a prime and accessible location in Kolkata.



For Direction Click here

Address: 994, Chowbaga Road, Anandapur East Kolkata Township,
Kolkata – 700107, West Bengal, India

AUDITION: 12th NOVEMBER 2022

Audition is a sample performance by a potential candidate and is the first stage to showcase the hidden talent. It helps to create an equal and happily competitive ecosystem. At the audition, the esteemed jury will ask the candidate to perform the prepared act in a variety of styles/poses that a photographer can record with a digital camera.

- The WWAD audition is a fair, inclusive and enjoyable event.
- It is a once in a lifetime opportunity to showcase your talent.
- The audition is of two rounds with a third tie-breaker round (if required).
- Participation is invited from all over the country and participants will have to perform any creative art form (in the field of cinema, music/dance, theatre and fashion/style).
- Each participant will receive a certificate of participation, refreshments, box, t-shirt, goodie bag and a souvenir.
- The WWAD audition is sure to be a fun day out with family and friends as there will be interesting engagement activities for everyone who attends.
- Provision of basic health care facilities will be available during the event.
- The jury will comprise of esteemed personalities from fields of Creative Arts, Mental Health and Film/Fashion/Television.
- 30 finalists from all the participants/candidates will be selected for further capacity building/training and Grand Finale and they will sign a consent letter to cooperate with the organizers and stay in the city till the Grand Finale.



CAPACITY BUILDING / TRAINING @ MANOVIKAS KENDRA



The training and grooming procedure for WWAD 2022 will take place at Manovikas Kendra. Manovikas Kendra is one of the largest and oldest institutions in India which work for the welfare and rehabilitation of people with disabilities. It also works towards spreading awareness about issues related to specially-abled. Manovikas Kendra is located in the prime location and heart of the city which is a landmark in itself and is easily accessible from any part of the city. It is an accessible space with trained staff so as to ensure that the WWAD training process is a joyride for the selected participants!



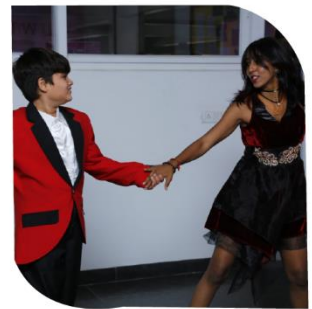
For Direction Click here

Address: 482, Madudah, Plot: I-24, Sector: J, E.M. Bypass, Kolkata 700 107, WB, India.

CAPACITY BUILDING / TRAINING: 13th–18th NOVEMBER 2022

The entire training process/session will be complimentary and provided free of cost to the selected 30 finalists. Capacity Building /Training helps in building confidence, skilling the unskilled sector and making the new or first time artist a perfect professional.

- If the participants coming from outside Kolkata in the auditions get selected in the list of finalists for the finale, then accommodation facility will be provided from November 13 to November 20, 2022, if needed.
- There will be work in various skill areas during the training and it will be taken care of by professional choreographers, fashion designers, image consultant, stylist and make-up artists.
- The week-long training and grooming process from 13th to 18th November at Manovikas Kendra will lead to the Grand Finale on 19th November at Science City.
- The training will take place in two shifts- in the morning and in the evening, and refreshments will be provided once a day.
- The participants will have to report to the training center by 10:15 am every day and follow the instructions of the trainers.
- There will also be a group of volunteers, consultants and other professionals who will ensure productive engagement and mental well-being of the participants.
- The first costume trial after the training will take place on the 16th of November followed by the second trial on the 17th of November before the participants move on to the finale on the 19th of November.





Ministry of Culture
Government of India

SCIENCE CITY
KOLKATA

(National Council of Science Museums, Ministry of Culture, Govt. of India)



THE GRAND FINALE @ **SCIENCE CITY AUDITORIUM**



The WWAD Season 3 grand finale will take place on 19th November 2022 at the spacious and accessible Science City auditorium in Kolkata. Located at J.B.S. Haldane Avenue, Science City, Kolkata is a unit of the National Council of Science Museums (NCSM), an autonomous body under the Ministry of Culture, Govt. of India and the largest science centre in India. The fully air-conditioned multipurpose auditorium is ideal for conventions, seminars, and annual general meetings, theatrical & musical performances, ballet, opera, symphony etc. It is equipped with variable reverberation time and sophisticated sound reinforcement system; large stage (suitable for 100 performers at a time) with cyclorama, stagecraft and modern stage light control and projection facilities and sufficient greenroom spaces etc. The Grand Finale of WWAD 2022 at Science City Auditorium is bound to be a larger than life and gala event!



For Direction Click here

Address: JBS Haldane Ave, Mirania Gardens, East Topsia, Topsia, Kolkata, West Bengal 700046

GRAND FINALE: 19th NOVEMBER 2022

Grand Finale is the last and most exciting or impressive part of the whole event, performance or entertainment. The grand finale of WWAD aims to envision an egalitarian society that is sympathetic to people with disabilities and special needs.

- The 30 selected finalists will receive cash prize of Rs 25,000/each, along with some corporate gifts and opportunities to work with some of the leading designers/fashion houses.
- Each and every finalist will get a title according to their ability, skill and performance.
- Stage, lighting and other preparations for the Grand Finale will begin on 19 November 2022 at 12:00 PM and all 30 finalists will have a final trial on stage before the start of the show.
- The event will be graced by many eminent personalities, including policy-makers, head of institutions/universities, CXOs, social media influencers, designing houses etc.
- The event will be covered by several media houses and will be live telecast on various social media platforms.
- During the event, IKF in association with AIMS Media will also make a transformative and revolutionary announcement related to sports for the specially-abled.
- There will be two world-class inclusive performances as filler during the event which will be designed and performed by expert professionals.

WWAD aims to foster the spirit of inclusion and equality in everyone and the grand finale is a celebration of this very sentiment.



SUGGESTIONS AND RECOMMENDATIONS

- The candidates appearing for the auditions are requested to bring the song/music of their choice in a pen drive which will be played during their performance, if any.
- Those coming from outside Kolkata are advised to book their travel and accommodation (cancelable/refundable) in advance. If they are selected from among the 30 finalists, they can cancel their bookings and stay back in the city till the grand finale.
- Please plan your itinerary in such a way that you are busy till 20th November 2022 so that if you get selected in the finalists 30 then you will be well prepared in advance.
- You are requested to get your general medical check-up done before your arrival, and follow the medicines and precautions, if any, given by your doctor.
- Participants/candidates coming for auditions from outside Kolkata are advised to reach Kolkata at least one day before the auditions so that the contestants can take proper rest and give their best performance in the auditions.
- There are many good, luxury and budget accommodations in and around Kolkata, but considering the three different locations, we suggest you check out the following hotels before making your final booking:
 - * **Vivanta Kolkata EM Bypass**, Address: 1930, Rash Behari Ave, Sector G, East Kolkata Twp, Kolkata, West Bengal 700107
 - * **Regenta Orkos Kolkata**, Address: 621, Prantik Pally Rd, Ravindra Pally, Kasba, Kolkata, West Bengal 700107
 - * **Hotel Hiland International Kolkata**, Address: 558, Rajdanga Main Rd, opp. Ruby Hospital, EKT Phase 3, Sector G, East Kolkata Twp, Kolkata, West Bengal 700107

Note, we do not have any financial or any other relationship/communication with these properties; you are free to choose any good place of your choice and comfort.



WWAD 2022-INFORMATION CENTER ZONE



DELHI/ KOLKATA/BENGALI/HINDI/ ENGLISH LANGUAGE

Information Center: AIMS Media Pvt. Ltd
Contact Person: Ms. Suparna Maity
Contact Number: +91-7065011472, +91-7065011471



TAMIL NADU/TAMIL LANGUAGE

Information Center: Kare Therapy Center
Contact Person: Ms. VISHWANI
Contact Number: +91-7358236737



KARNATAKA/KANNADA LANGUAGE

Information Center: Ashakiran Special School
Contact Person: Ms. Shailaja
Contact Number: +91-7349452237



MAHARASHTRA/MARATHI LANGUAGE

Information Center: SPJ Sadhana
Contact Person: Ms. Tejal Kothari
Contact Number: +91-9820143822



TELANGANA/ANDHRA PRADESH/ TELUGU LANGUAGE

Information Center: Shankar Foundation
Contact Person: Ms. Manisha and Mr. Pavan Sai
Contact Number: +91-9848402536, +91- 9676224423

EXCLUSIVE PARTNER:



SPORTS PARTNER:



HEALTH CARE PARTNER:



SUPPORTED BY:



TECH PARTNER:

ZUCOL

Let's not confine fashion to able-bodied only!



AIMS Media (P) Ltd

CO: B-216, Pacific Business Park, Link Rd, Sahibabad Industrial Area Site 4, Ghaziabad, Uttar Pradesh 201010, (IND)

Admin Ofc: C-29, Pamposh Enclave, Greater Kailash-1, New Delhi-110048 (IND)

Helpline Numbers: +91 7065011472, +91 7065011471

E: wwad.aims@gmail.com | W: www.aims.media/WWAD

REGISTRATION AND PARTICIPATION IS ABSOLUTELY FREE.

